

A Message To Women

Those of Middle Age Especially.

When you have found no remedy for the horrors that oppress you during change of life, when through the long hours of the day it seems as though your back would break, when your head aches constantly, you are nervous, depressed and suffer from those dreadful bearing down pains, don't forget that Lydia E. Pinkham's Vegetable Compound is the safest and surest remedy, and has carried hundreds of women safely through this critical period.

Read what these three women say:

From Mrs. Hornung, Buffalo, N. Y.

BUFFALO, N. Y.—"I am writing to let you know how much your medicine has done for me. I failed terribly during the last winter and summer and every one remarked about my appearance. I suffered from a female trouble and always had pains in my back, no appetite and at times was very weak."

"I was visiting at a friend's house one day and she thought I needed Lydia E. Pinkham's Vegetable Compound. I took it and have gained eight pounds, have a good appetite and am feeling better every day. Everybody is asking me what I am doing and I recommend Lydia E. Pinkham's Vegetable Compound. You may publish this letter if you wish and I hope others who have the same complaint will see it and get health from your medicine as I did."—Mrs. A. HORNUNG, 91 Stanton St., Buffalo, N. Y.

Made Me Well and Strong.

MACEDON, N. Y.—"I was all run down and very thin in flesh, nervous, no appetite, could not sleep and was weak, and felt badly all the time. The doctors said I had poor blood and what I had was turning to water. I took different medicines which did not help me, but Lydia E. Pinkham's Vegetable Compound made me well and strong, and I am recommending it to my friends."—Mrs. FRED CHACE, R. No. 2, Macedon, N. Y.

The Change of Life.

BELTSVILLE, MD.—"By the use of Lydia E. Pinkham's Vegetable Compound I have successfully passed through a most trying time, the Change of Life. I suffered with a weakness, and had to stay in bed three days at a time. Lydia E. Pinkham's Vegetable Compound restored me to perfect health, and I am praising it for the benefit of other women who suffer as I did."—Mrs. W. S. DUVALL, Route No. 1, Beltsville, Md.

For 30 years Lydia E. Pinkham's Vegetable Compound has been the standard remedy for female ills. No one sick with woman's ailments does justice to herself if she does not try this famous medicine made from roots and herbs, it has restored so many suffering women to health.

Write to LYDIA E. PINKHAM MEDICINE CO. (CONFIDENTIAL) LYNN, MASS., for advice. Your letter will be opened, read and answered by a woman and held in strict confidence.



CHANCERY SUMMONS

To Irene Myers, Defendant, whose Post Office Address is Helena, Ark: You are commanded to appear before the Chancery Court of the Second District of Chickasaw County, Mississippi, on the First Monday in December 1915, to defend the suit of Clyde Myers, wherein you are Defendant.

H. E. Brannan, Clerk.
By W. J. Williams, D. C.

TO ATHLETES

who are subject to lameness and soreness of the muscles, we recommend



WHITE LINIMENT

Especially good for the rub down. Try it! Sold by us, 25c, 50c and \$1.00.

BEARDEN & LAGRONE,
Okolona, Miss.

NOTICE TO CREDITORS

Whereas letters of Administration on the Estate of K. T. Pilgreen, late of Second District, Chickasaw County, Miss., were granted to the undersigned by the Clerk of the Chancery Court, Second District of said County and State in vacation October 30th 1915. Now all persons holding claims against said Estate are hereby required to have the same probated and registered by the Clerk of said Court within one year and a failure to probate and register such claim for one year will bar the claim.

Witness my signature, November 10th 1915.

N. L. Pilgreen,
Administrator.

Prompt Relief

can be found in cases of Colds, Coughs, LaGrippe and Headaches by using Laxative Quinine Tablets. Does not affect the head or stomach. Buy your winter's supply now. Price 25c.

NOTICE TO TAXPAYERS

The City Council of the city of Okolona, Miss., will meet on Friday, Nov. 19, 1915, at 7:30 o'clock p. m., for the purpose of making the tax levy for this fiscal year, and of hearing complaints of tax payers in regard to the assessment of their property.

All having such complaints to make are invited to meet with the City Council at this time.

This Nov. 10, 1915.
C. H. BABBITT,
City Collector.

Children Cry FOR FLETCHER'S CASTORIA

Path of the Kakapo.

Several birds make regular paths to and from their resorts. Those of the Antarctic penguins are noted by all explorers in their region. Very noticeable are those in the haunts of the kakapo, the large, rock-dwelling, burrow-nesting owl-like parrot of the mountains of New Zealand. They beat down regular paths along the spurs and ridges where they abound, so that a person might be excused for supposing they were meant for human feet. It is along these avenues that the birds go to and fro on their nocturnal rambles, and as they march they snip off and perhaps eat every protruding spear of grass or weed, keeping the path perfectly clean. When the path is buried in snow they still follow it on the surface and soon beat down a track.

Most Precious Possession.

When I see about me, in the fields of intellectual attainment and culture, in the walks of business and in family life, so many disasters and tragedies long drawn out, of failing health and collapse of nerve, brain and muscle, I feel that health is the only bulwark upon which everything we prize in intellectual culture and religious perfection can ever be reared.—G. Stanley Hall.

OKOLONA MESSENGER

ESTABLISHED 1872.

Subscription Price \$1.00 PER YEAR

J. QUINN, Editor and Publisher.

Official Organ of Chickasaw Co.

Telephones, Residence, Ind 126;
Office Independent 22; Cumberland 68

Entered at the Post Office in Okolona, Miss., as Second Class Mail Matter.

Advertising rates furnished on request.

Obituaries, Tributes of Respect, etc. (except from regularly organized societies, signed by officers or committee) will be charged for at one cent a word for all over 100 words, cash to accompany copy.

OKOLONA MISS., NOV. 11, 1915

Non-Advertising Merchants

Although merchants in the smaller towns and cities throughout the country are the ones who complain most bitterly of the competition of mail order houses, many of these very men refuse to adopt the means which made competitors prosper—advertising. In a recent issue of the Chatham (N. Y.) Courier, the editor makes some very interesting and pertinent remarks regarding the non-advertising merchant:

"The country merchant deprecates the fact that the mail order houses are making inroads on his patronage. How did they do it? Did they send representatives into the rural communities to solicit trade? Did they simply open their places of business and wait for customers? They did not do it. They obtained all—not a part but ALL—of their patronage by the use of printers' ink. They advertised. The average local merchant does not seem to realize, even with this gigantic object lesson before him, that the means employed by these concerns are also at his disposal. Through the medium of the printed word they tell the public what they have to sell."

"Experience has shown that quality for quality the local merchants' prices are no higher than those of the mail order house and they save the purchaser transportation charges. The difference is that the mail order house tells the public what it has to sell and the non-advertising merchant does not."

"The latter frequently advances the argument against advertising that everyone knows where his store is and what he has to sell. He is wrong. Everyone does not know what he has to sell. If he doubts this let him compare his present stock with that of five years, three years or even one year ago and note the many new things he has on his floors or shelves, new things that are the product of inventive genius or of changing fashions. He keeps abreast of the market changes but all his customers do not, hence they do not know what he has to sell."

"And there are object lessons nearer home, i. e., the large and prosperous city department stores. They realize the power of advertising and make liberal use of it."

"These city concerns are taking advantage of the inactivity of the local merchant along advertising lines and the space he declines to buy in local newspapers is being bought by them. This has resulted in bringing to their stores hundreds of customers from the smaller places and it has also been a factor in creating in these stores large departments where are received by mail, orders from persons who do not come to the stores but who find in the concerns advertisements mention of various articles they want."

"Some day the small town merchant will realize the importance of advertising as a factor

in business but in many cases the awakening may come too late.—Exchange.

State of Ohio, City of Toledo, Lucas County.
I, Frank J. Cheney, declare that I am a resident of the City of Toledo, Ohio, and that I am the owner of the OKOLONA MESSENGER, a newspaper published at Okolona, Mississippi, and that said firm will pay the sum of ONE HUNDRED DOLLARS for each and every copy of said paper that cannot be cured by the use of HALL'S CATARRH CURE.

Sworn to before me and subscribed in my presence, this 11th day of November, A. D. 1915.
(Seal)
A. W. GLEASON,
Notary Public.

Hall's Catarrh Cure is taken internally and acts directly upon the blood and mucous surfaces of the system. Send for testimonials, free.
P. J. CHENEY & CO., Toledo, O.
Sold by all Druggists. Beware of cheap imitations.
Take Hall's Family Pills for constipation.

Can't Afford It

The other day a merchant said he couldn't afford to advertise in his home newspaper. If the man's views were not distorted, he would see that he couldn't afford not to advertise. Refusing to advertise is his most expensive extravagance. That same merchant will spend hours telling of the "unfair" competition of the mail-order houses who are his most aggressive and dangerous competitors, yet the methods employed by the mail-order houses which succeed are the very ones which the merchant refuses to use. The mail-order house first of all is an ADVERTISER. Advertising is the life of business. Every magazine that enters the small town and rural home carries the ad of the mail-order house. Expensive catalogs are printed showing the illustrations of the actual articles. Occasionally sheets are scattered broadcast over the country as a special "come on" for the bargain hunter. Instead of doing these things in a smaller way through the columns of his local paper, the merchant who can't afford to advertise sits down and curses his tough luck and wonders why he can't get the business. He never thinks he has a better opportunity to reach the people in his neighborhood than the mail-order house has. It doesn't cost him as much as it does the outsider; he can draw the people to his store and show them the actual article he is advertising; and when they buy, they take their purchase home with them instead of having to wait several weeks for it. Advertising is an investment. It should be charged to your selling cost. Figure what percentage you have to pay to advertise, then a base a fifty-two weeks campaign on the computation. You can't lose. You can't afford NOT to advertise!—Exchange.

Redpath Lyceum Course

The Patrons of the Star Theatre were entertained by the Hazeltine Opera Company, on the night of the 5th.

Miss Edna Hazeltine, the leading lady, has studied voice culture abroad under Madam Calve, and has a voice for strength, richness and beauty that was a rare treat to hear. It was highly appreciated by the lovers of high class music.

They had only one musical instrument besides the piano and that was the Cello, it looked like the violin's big brother and as it was something new, the player gave us a short talk on how it was made. The back and sides were made of hard birch wood that produce harsh shrill notes of music and the top was made of soft wood, to mellow the tone. He made fine music on it.

They played to a full house and every body went away in a good humor.

J. M. H.

Spartan Women Suffered Untold Tortures

but who wants to be a Spartan? Take "Femenina" for all female disorders. Price 50c and \$1.00.

War upon Pain!

Pain is a visitor to every home and usually it comes quite unexpectedly. But you are prepared for every emergency if you keep a small bottle of Sloan's Liniment handy. It is the greatest pain killer ever discovered.

Simply laid on the skin—no rubbing required—it drives the pain away instantly. It is really wonderful.

Sloan's Liniment

for RHEUMATISM
SPRAINS
SORE MUSCLES



HEADACHES RELIEVED

WITH Properly Fitted GLASSES

IT IS FOR YOU TO DECIDE

Whom you shall consult about Eye Troubles! Remember that for 14 years I have been in daily practice as a Specialist in expert Examinations and testing of the Eyes and the fitting of correct Glasses for the Relief of Eye Strain

EYE STRAIN—HEADACHES

Eye strain is the cause of 85 per cent of the Headaches. Why suffer from these nerve-racking pains when relief may be had with properly fitted glasses. This is worth your attention. Early investigation may save you days of suffering. I offer you the best in Optical Service.

ASTIGMATISM is one of the chief causes of headaches. Specially ground lenses quickly afford relief for this very common disorder.

Thousands of Cases Have Been Successfully Fitted by Me

I give special attention to the testing and examination of School Children's Eyes. And remember that sometimes children have bad eyes just as they have bad teeth and other troubles. Children examined free if accompanied by parent.

BYRON MITCHELL, Opt. D.

AT BEARDEN & LAGRONE'S DRUG STORE
OKOLONA, MISS., MONDAY, NOVEMBER 15

No House to House Calls Made

Dr. N. A. Love, DENTAL SURGEON

Office over First National Bank, Okolona, Mississippi. Telephone 35

Low Fares



Go to Texas via Cotton Belt Route—direct line from Memphis through Arkansas.

Two trains daily with chair cars and sleepers. Dining car service. Trains from the Southeast connect at Memphis with the Cotton Belt through trains to Texas.

Winter Tourist Fares daily to many places in Texas, Louisiana and New Mexico. Stopovers. Long return limit of May 31, 1916.

All Year Tourist Fares daily to certain points in Texas. 90 day limit. Stopovers.

Low Fares with liberal stopovers and long return limits should induce you to Make a trip to Texas now!

See what fine fare opportunities Texas offers. Send today for free illustrated book about Texas, and get full information about low fares from your town to Texas via Memphis and the Cotton Belt Route.

J. T. Passenger Agent, 62 N. Main St., Memphis, Tenn.

A SERIOUS LOSS

is loss of appetite.



TONIC DIGESTIVE

sharpens your appetite, aids your digestion, improves the health, and gives strength and vigor. Sold by us, \$1.00.

BEARDEN & LAGRONE,
Okolona, Miss.

CHICHESTER'S PILLS

THE DIAMOND BRAND. Relief and cure for Constipation, Biliousness, Headache, Indigestion, Piles, Hemorrhoids, and all ailments of the Bowels. Sold by all Druggists.

FOR FRESH OYSTERS & FISH

CALL CRIGHTON'S MARKET

Phones: Indpt. 34, Cumberland 10

All Kept in Sanitary Containers Complying with Sanitary Board of Health Regulations